

CRITERION 2: CONSISTENCY WITH COOPERATIVE EXTENSION MISSION	
RATING:	COMMENTS:
STANDARDS: <ul style="list-style-type: none"> • Aims to improve the quality of life or industry process through education, research, and outreach • Emphasizes a topic that is relevant in addressing a statewide issue or problem • Offers discussion on a topic of broad interest to Extension clientele • Aims to reach new/underserved Extension audiences • Builds upon existing Extension/Outreach endeavors 	
CRITERION 3: USEFULNESS	
RATING:	COMMENTS:
STANDARDS: <ul style="list-style-type: none"> • Intended audience can be quickly and easily identified • Expands the knowledge of the main subject • Offers new, challenging, or thought-provoking ideas or processes to consider • Suggestions for practical applications are provided • Quality of written material is useful for diverse audiences 	
CRITERION 4: RESEARCH/KNOWLEDGE BASED	
RATING:	COMMENTS:
STANDARDS: <ul style="list-style-type: none"> • Content is based on current theory, valid research, and/or peer reviewed resources • Resources for further information are included (if applicable) • Theory or research base is explicitly linked to application/practice • Information sources are properly cited/ identified • Evidence/Procedures are precise and easy to replicate 	

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